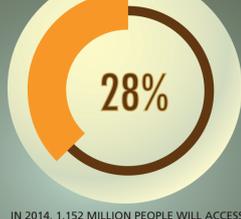


# ARE YOUR SALES INCENTIVES TOO SCARY FOR YOUR CUSTOMERS?



INSTEAD OF IGNORING THE THINGS THAT GO BUMP IN THE NIGHT, FOCUS ON REMOVING ANYTHING IN YOUR CAMPAIGN THAT TAKES AWAY FROM YOUR CUSTOMERS HAVING A GREAT EXPERIENCE WITH YOUR BRAND.

HERE ARE SOME OF THE SPOOKIEST COMPLAINTS RIGHT FROM THE FRONT LINES - FIX THESE CREAKING BOARDS AND MAKE YOUR SALES INCENTIVES A HAPPY EXPERIENCE.



IN 2014, 1.152 MILLION PEOPLE WILL ACCESS EMAIL VIA THEIR MOBILE DEVICE, A 28% INCREASE FROM 2013

## I HAVE TO MAIL IN MY REBATE

YOU KNOW THAT FILM PLOT WITH A ROAD-TRIP INTO A DARK FOREST WITH 1/8th OF A TANK OF GAS, A FALL WHILE RUNNING THROUGH THE FOREST, A TWISTED ANKLE AND HOPELESS CRIES OF "IS SOMEBODY THERE?" - PEOPLE ARE AFRAID THEIR PAPER MAIL WILL MEET A SIMILAR FATE.



JUST AS YOU CRINGE WHEN YOU SEE THE MOVIE PROTAGONIST WALK INTO A HAUNTED HOUSE, YOUR PARTNERS AND CUSTOMERS CRINGE WHEN THEY SEE INSTRUCTIONS TO MAIL THEIR SPIFF AND REBATE CLAIMS VIA POST.

THEN, JUST LIKE IN THE MOVIES, THE ANXIETY BUILDS...

THEIR EXPECTATION OF REDEMPTION LOWERS, IT TAKES YOU LONGER TO FULFILL THE INCENTIVES.

MOVING YOUR REDEMPTION PROCESS ONLINE IS LIKE WHEN THE RESCUERS FINALLY ARRIVE, JUST IN TIME TO SAVE THE SURVIVORS IN THE MOVIE. EVERYTHING MOVES QUICKLY, EVERYONE FEELS SAFE AGAIN, EVERYBODY LIVES HAPPILY EVER AFTER.

## REDEMPTION



REDEMPTION NUMBERS GREW TO 79.8% IN 2012, COMPARED TO 63.6% NOTED DURING PRE-RECESSION 2007.

A CHILLING THOUGHT IF YOU'RE STILL BUDGETTING FOR BREAKAGE AND SLIPPAGE.



THANKS TO DIGITIZATION OF CLAIM PROCESSES, RECIPIENT SATISFACTION AND PARTICIPATION IS A GROWING CONSIDERATION... UP 11% FROM 2009-2013

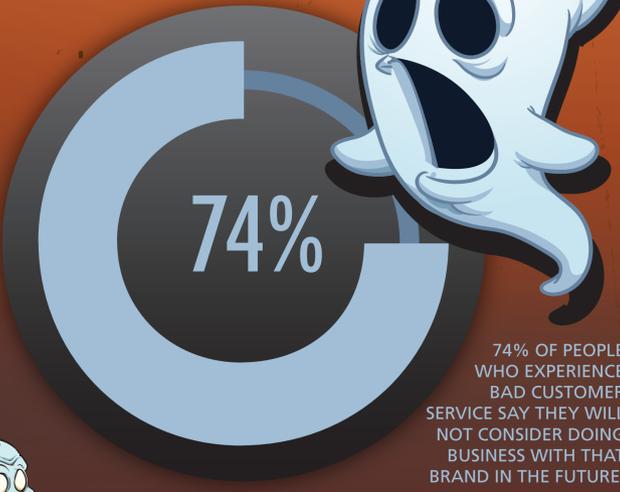


## IT TAKES TOO LONG TO GET PAID

PAYING MORE FREQUENTLY BUILDS BETTER ENGAGEMENT WITH YOUR BRAND AND RETAIL SALES ASSOCIATES.

THE MORE OFTEN THEY ARE PAID, THE HAPPIER THEY ARE.

AFTER ALL, THIS IS AN ERA OF INSTANT GRATIFICATION.



74% OF PEOPLE WHO EXPERIENCE BAD CUSTOMER SERVICE SAY THEY WILL NOT CONSIDER DOING BUSINESS WITH THAT BRAND IN THE FUTURE.

## I WASN'T TOLD THAT THERE WAS SOMETHING WRONG WITH THE CLAIM THAT I ENTERED

### COMMUNICATION IS KEY:

AUTOMATED EMAIL SHOULD BE PART OF EVERY STEP OF THE PROCESS - ESPECIALLY IF SOMETHING IS MISSING AND GIVING CLEAR DIRECTION ON HOW TO FIX IT, AS WELL AS COMMUNICATING WHAT TO EXPECT NEXT.

THE AVERAGE REBATE CAMPAIGN CAN NOW HAVE AS MANY AS 8 TOUCH POINTS WITH THE CONSUMER & EACH OF THESE SHOULD BE LEVERAGED TO THE GREATEST POSSIBLE EXTENT.

- INCENTIVES STILL WORK**  
IN 2013 75.3% OF COMPANIES SURVEYED SAID THEY USED INCENTIVES TO MOTIVATE AND REWARD EMPLOYEES, CUSTOMERS AND CHANNEL PARTNERS, UP 10.3% OVER 2012
- GIFT CARDS**  
63.2% OF ORGANIZATIONS STILL OFFER PREPAID, CLOSED GIFT CARDS. RECIPIENTS PREFER OPEN CARDS FROM A RECOGNIZED FINANCIAL INSTITUTION.
- RELOADABLE CARDS**  
59.4% OF RESPONDENTS, WHEN ASKED "WHAT TYPE OF INCENTIVE WOULD YOU PREFER TO RECEIVE WITH A VALUE OF \$50?" PREFERRED OPEN, RELOADABLE CARDS.
- SATISFACTION**  
65% OF COMPANIES SURVEYED SAID THAT PARTICIPANT SATISFACTION/POSITIVE EXPERIENCE IS THE MOST IMPORTANT FACTOR TO CONSIDER WHEN CHOOSING INCENTIVES.



DIGITIZING CLAIM PROCESSING ALLOWS FOR INCREASED AUDIT CAPACITY. OUR 100% CLAIM AUDITING DETECTS AN AVERAGE OF 8.9% INVALID CLAIMS IN THE FIRST 90 DAYS OF A CAMPAIGN.

## I'M AFRAID I'M DOING IT WRONG



IS THERE ANYTHING SPOOKIER THAN WORKING IN THE DARK, WONDERING HOW MANY MISTAKES YOU'LL MAKE?

DIGITIZING YOUR CAMPAIGNS CREATES BOUNTIFUL OPPORTUNITIES TO OFFER TRAINING RESOURCES SUCH AS HOW-TO VIDEOS. HAVING LIVE PEOPLE ANSWER THE PHONES QUESTIONS AND LETS THEM KNOW THEY'RE NOT ALONE.

AS DATA ENCRYPTION TECHNOLOGIES EVOLVE EVERYONE'S DATA IS BECOMING MORE SECURE.

THE 2013 NUMBERS ARE STILL COMING IN BUT ARE TRENDING TOWARD SIGNIFICANT DECREASES IN BREACH.

ONE FINANCIAL SECTOR REPORTS AS MUCH AS AN 80% DECREASE.

## COMPUTERS ARE UNFRIENDLY

